



**City of Fayetteville**  
**Citizen Engagement - Strategic Planning Session**  
**January 26, 2016, Smith Recreation Center**

***A Community  
Café Conversation***

**Save The Date - Tuesday, Jan. 26, 6-8 p.m.**

**Smith Recreation Center - 1520 Slater Avenue**

An opportunity to provide input into the City's Strategic Plan. What are the top priorities for the City of Fayetteville? What does success look like? How can the City promote transparency and accountability for results?

Registration limited to 75 participants.  
Contact: 433-1474 or email  
[Cafeconversations@ci.fay.nc.us](mailto:Cafeconversations@ci.fay.nc.us) to register  
See you there!



## Executive Summary

The City of Fayetteville hosted its second annual community café conversations in January 2016. Approximately 60 residents from all parts of the City attended the event, including members of the Fayetteville Youth Council and high school student government. The purpose of this meeting was to seek input from the citizens about their priorities for Fayetteville. The results of this meeting will be used as a source of information for the City Council retreat for priorities. The citizens reviewed the goals the City Council established:

-  Goal 1: A safe and secure community.
-  Goal 2: Strong, diverse local economy.
-  Goal 3: High quality build environment.
-  Goal 4: A desirable place to live, work and recreate.
-  Goal 5: Sustainable organization capacity.
-  Goal 6: Citizen engagement and partnerships.



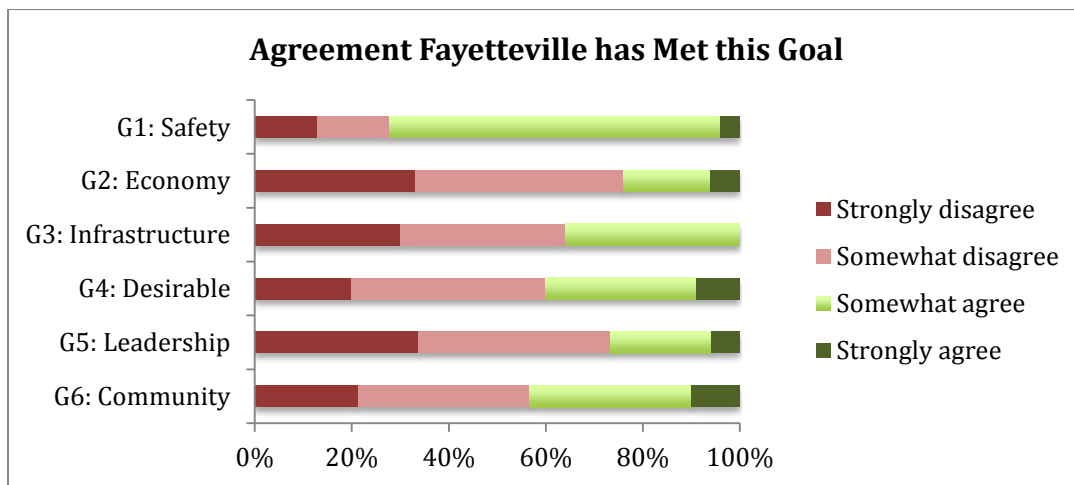
## Citizen Priorities

Through table discussions and group voting, the participants identified the following priorities for the City Council to consider:

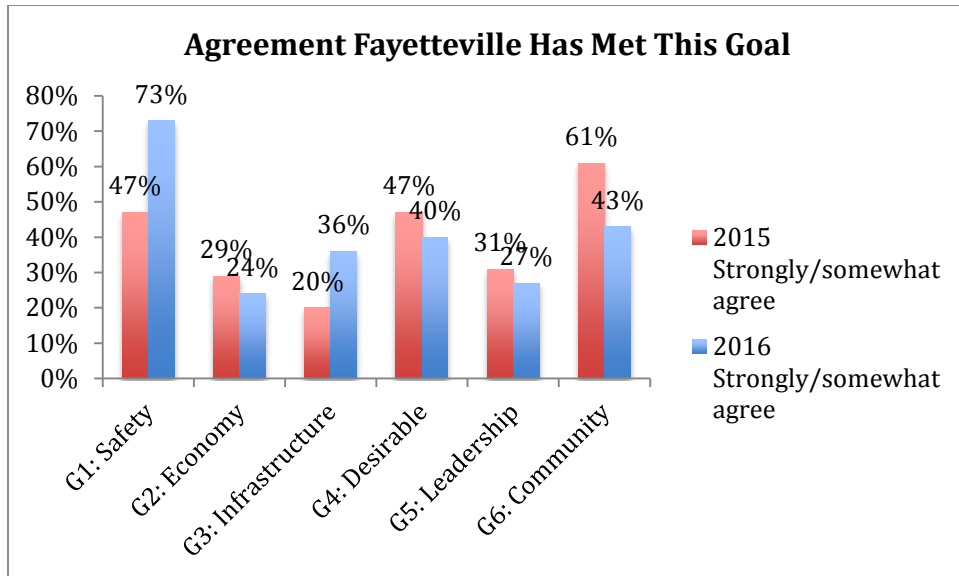
- Improve the education system and increase teacher pay.
- Create a teen center: a fun /safe environment to eat, hear performances, have dances, open-mic nights and karaoke/video game competitions
- Create more opportunities for youth to engage with government
- Provide more support to small businesses: incentives, hire Fayetteville first, training CEED, business friendly regulations and customer service at the city
- Share more community needs data/comparisons in order to make informed decisions
- Develop more organized events and activities for all ages (teams, theater, museums)
- Government need to be more open to change for city of Fayetteville to grow – need new ideas to get businesses to relocate here
- More communication and a better working relationship between city, county, military , police, sheriff, religious sector & schools along with technology to keep the public better informed & involved.
- College partnership to develop core competencies in workforce promising job areas i.e. logistics, program management, IT.
- Bring in larger companies – increase economy
- More Resources for the Homeless

## Overall Ratings

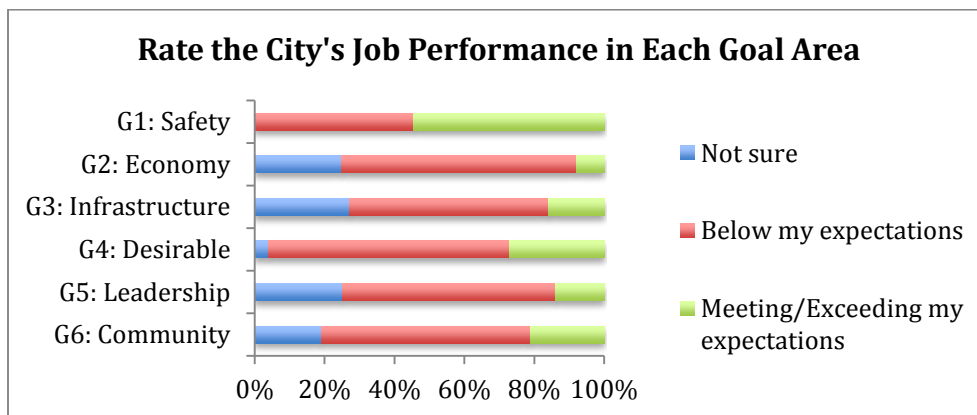
Participants were asked to rate how much they agreed that Fayetteville has achieved its goals. A summary of their responses is shown in the graph below. Overall, Goal 6 (Strong Community Connections) and Goal 1 (Safe and Secure) received the most positive responses. Goal 2 (Strong Economy) and Goal 3 (Built environment/infrastructure) received the lowest level of agreement.



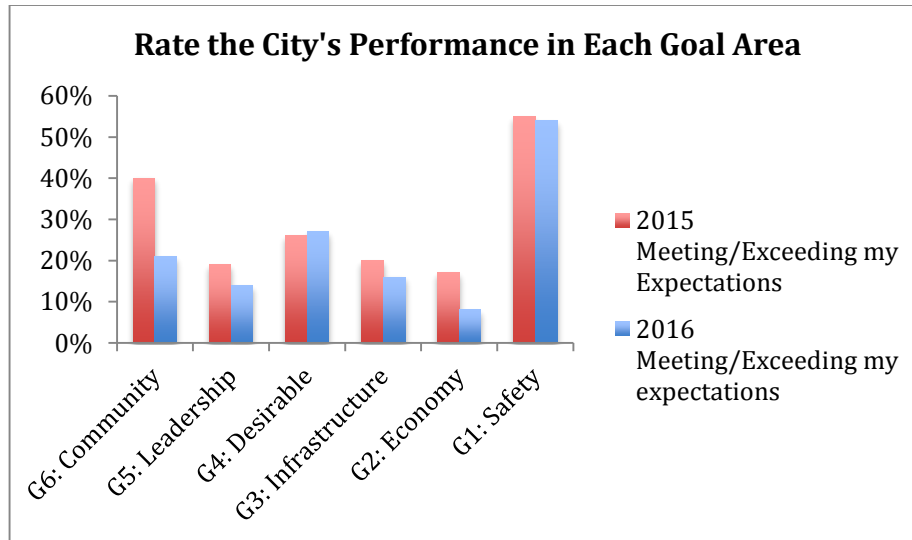
When comparing responses from the 2015 Café participants to the 2016 responses, there was a significant increase in positive responses for Goal 1 (Safety) and Goal 3 (Infrastructure). There were decreases in positive responses related to the remaining goals.



Participants were also asked to rate the City's job performance in each goal area. Goal 1 (Safe and Secure) received the highest ratings. All other goal areas received low ratings.



When comparing responses from the 2015 Café participants to the 2016 responses, there was a slight increase in positive responses for Goal 4 (Desirable place). There were marked decreases in positive responses related to Goal 2 (Economy) and Goal 6 (citizen engagement).



## WELCOME & INTRODUCTIONS

The purpose of this meeting was to seek input from citizens about their priorities for Fayetteville. The results of this meeting will be used as a source of information for the City Council retreat for priorities. The groups of citizens were welcomed by the Mayor and were thanked for their time and commitment to being a part of this process. The Mayor then quickly reviewed the established six priority goal areas that would be the primary basis for that evening's session. Following the Mayor's welcome, Rebecca Rogers Carter, the Strategic Performance Analytics Director introduced Warren Miller and Julie Brenman of Fountainworks who facilitated the evening's session.

- Goal 1: a safe and secure community.
- Goal 2: strong, diverse local economy.
- Goal 3: high quality built environment.
- Goal 4: a desirable place to live, work and recreate
- Goal 5: sustainable organizational capacity
- Goal 6: citizen Engagement and Partnerships

## Journaling

The citizens were asked to spend a few minutes thinking about the following questions: What are you most excited about for Fayetteville? What are your wishes and aspirations for the City? They were asked to write their thoughts down in a journal that was provided and then to pick a few to share with the group as a whole.

- Police on watch during work hours
- Concerns about renters not taking care of property and trashing neighborhood

- More outside activities – ground breaking of new pool; more opportunities for youth
- Excited about these kinds of meetings
- Fitness center for seniors with health screenings (would like to see more)

## Goal Areas

For each of the six goal areas, participants were asked to vote in real time/electronic voting. Participants were asked a three part question. Do you feel you have achieved this goal in Fayetteville, is the City moving in the right direction and then they were asked about the city job performance.

After each goal was voted on, there was a table discussion to share why the participants voted the way they did:

1. For those that think things are good – why?
2. For those who think things are not so good – why?
3. What is the key issue or need that should be addressed?

There were table templates where tables were asked to write down their responses in the specified area. Tables rotated the recorder.

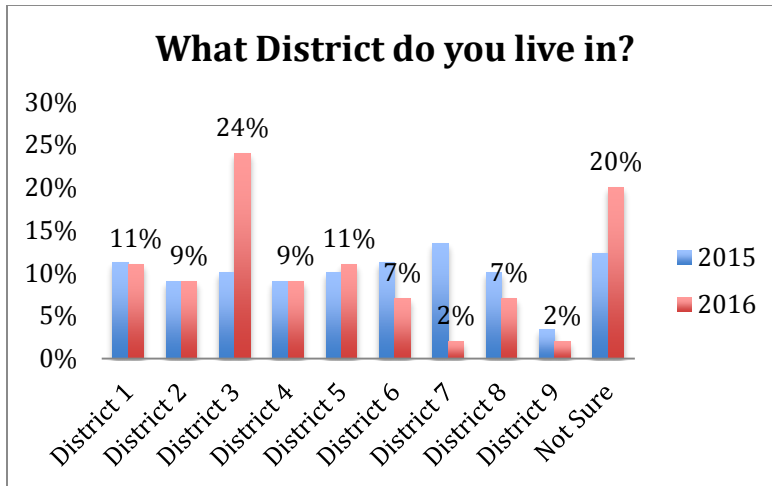
After completing all six rounds (one round per goal area), each table was asked to pick the three more important things to share with the group. They were asked to write down their top three ideas – one per sticky note – and to post to the wall. They were then given two dots to vote on their top priorities for Council attention.

## Detailed Responses

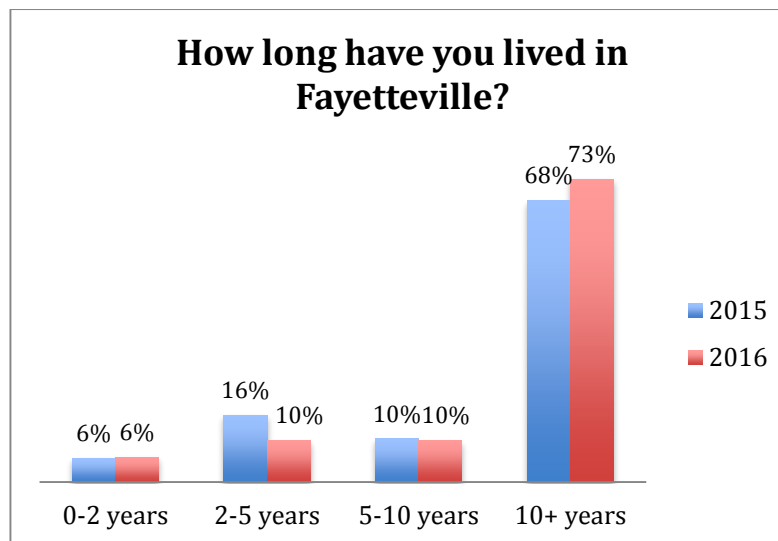
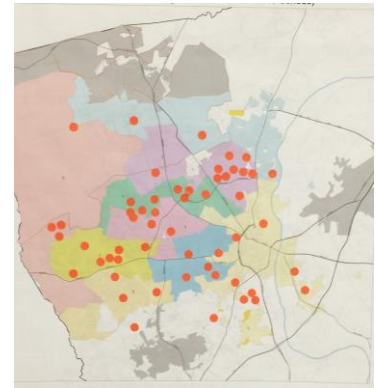
Detailed graphs for each question follow, summarizing the responses from the 2016 café, compared to the 2015 sessions.

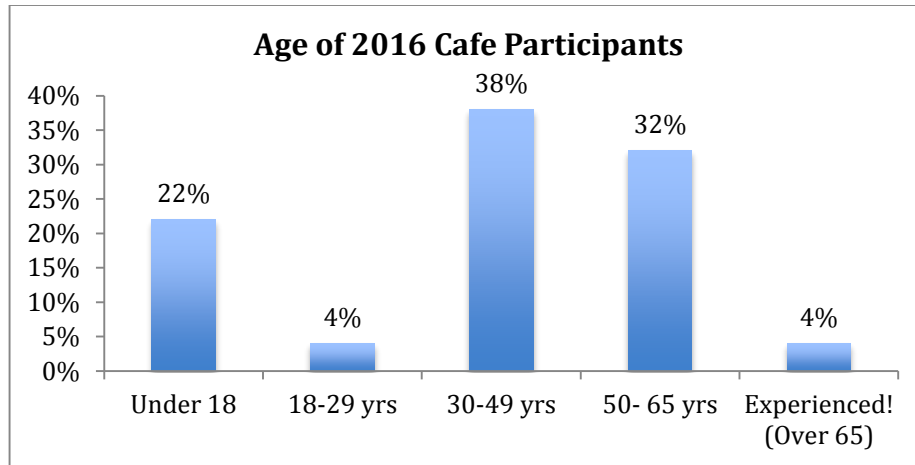
*Detailed summaries of the ideas and conversations that occurred at each meeting were produced as separate documents.*

Map Representing Where  
the Participating Citizens  
Reside

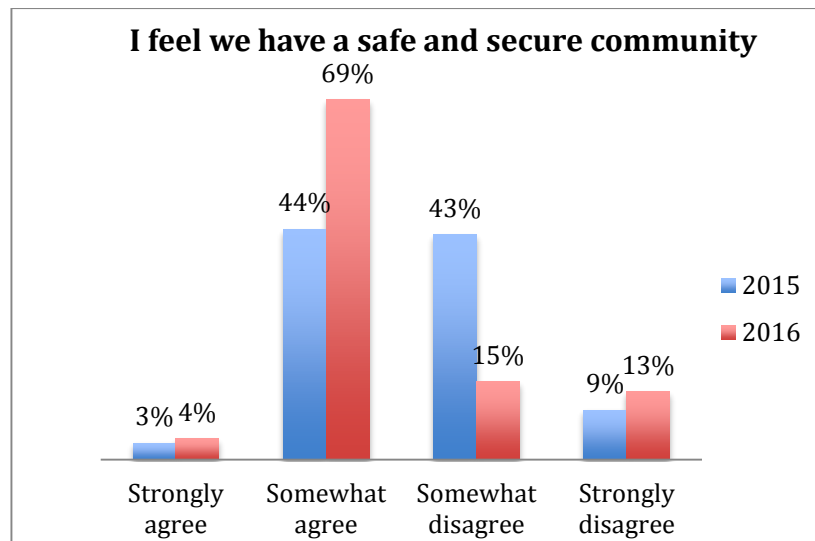


percentages for 2016 shown

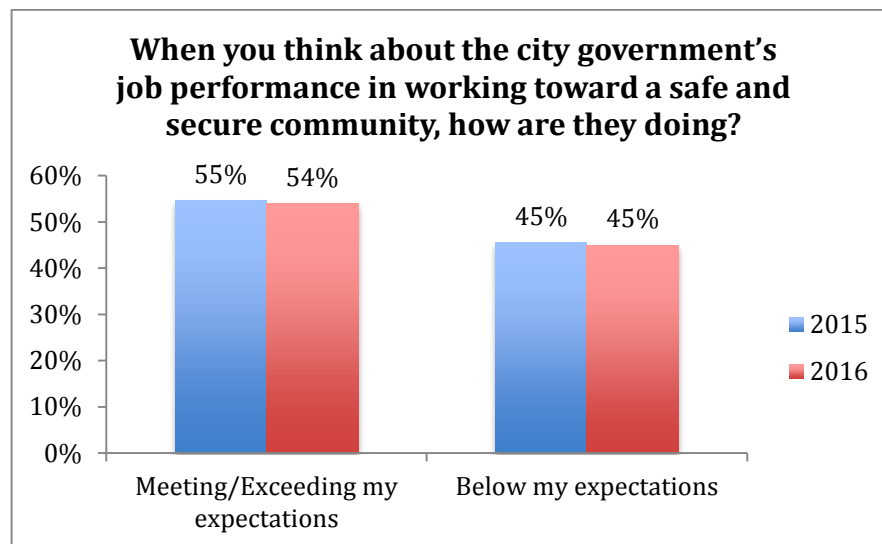
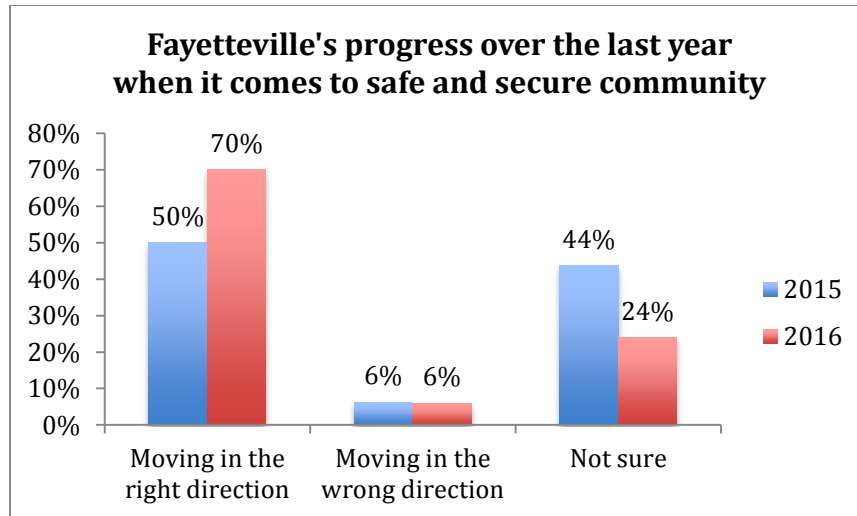




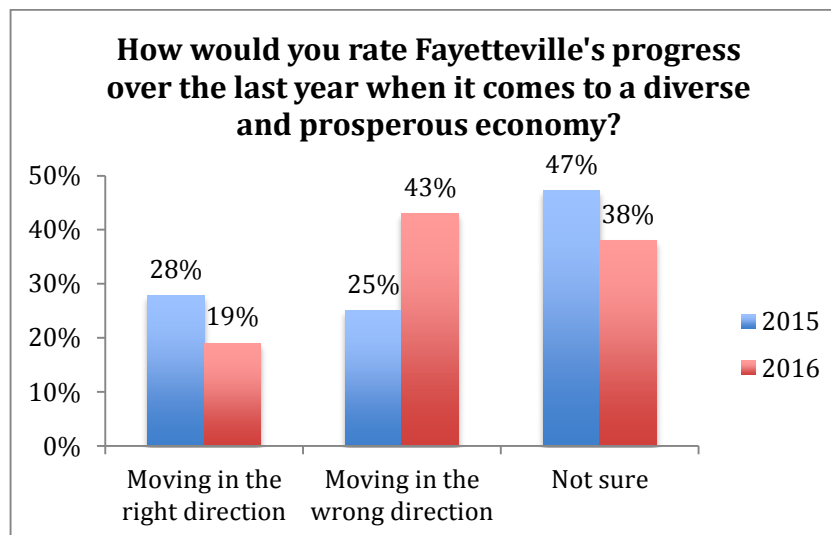
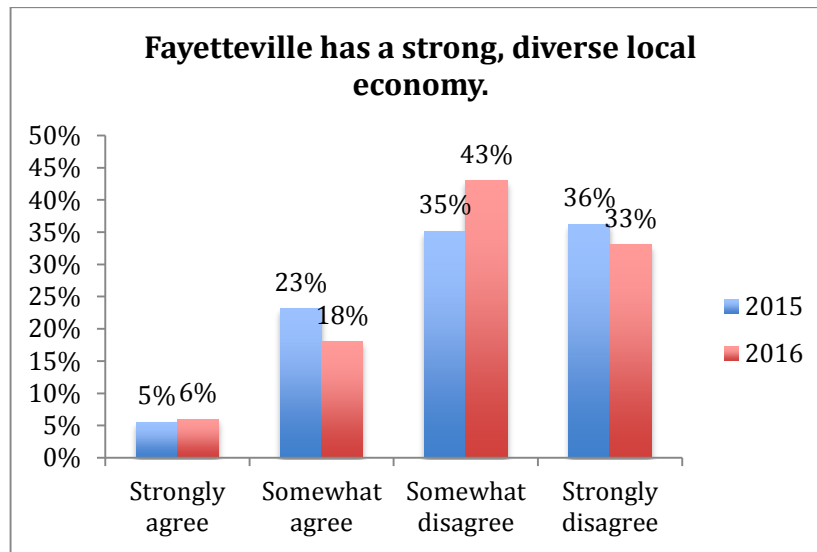
**Goal 1: The City of Fayetteville will be a safe and secure community.**

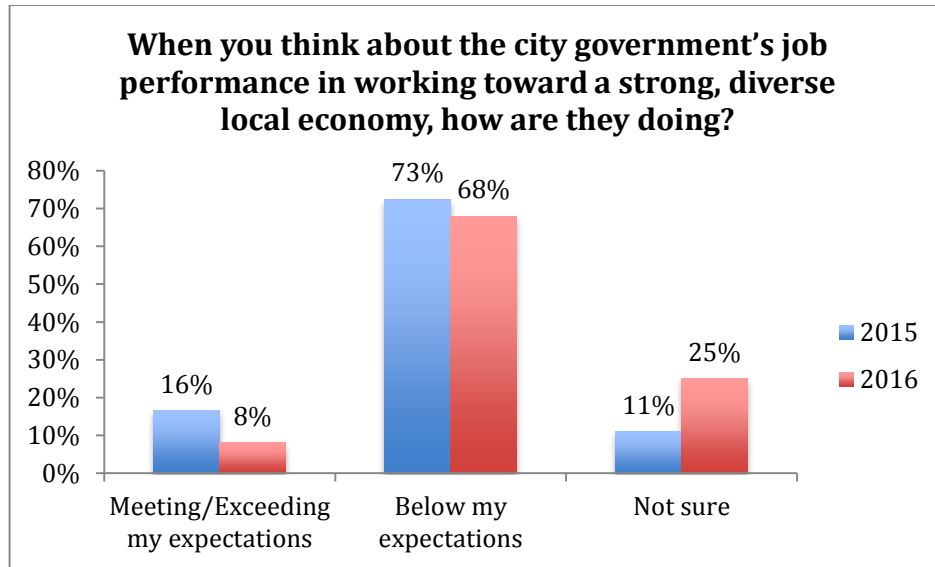




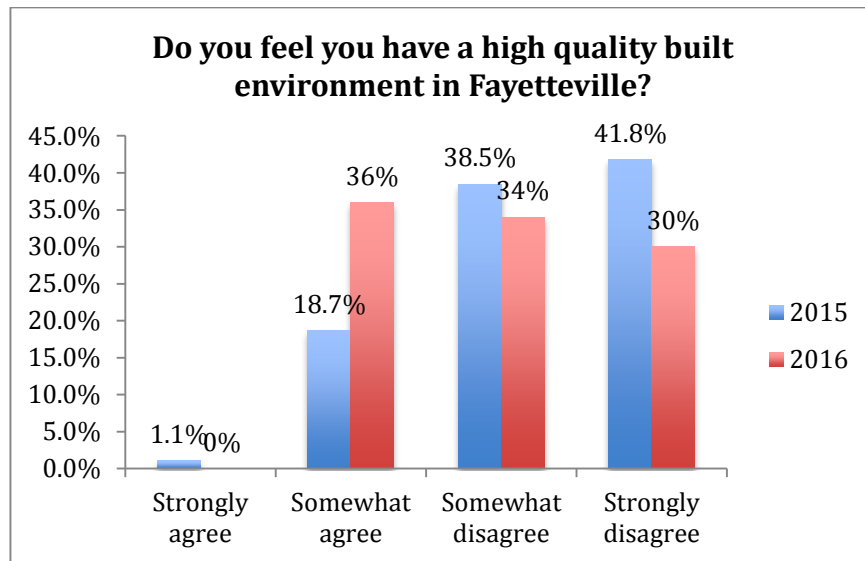


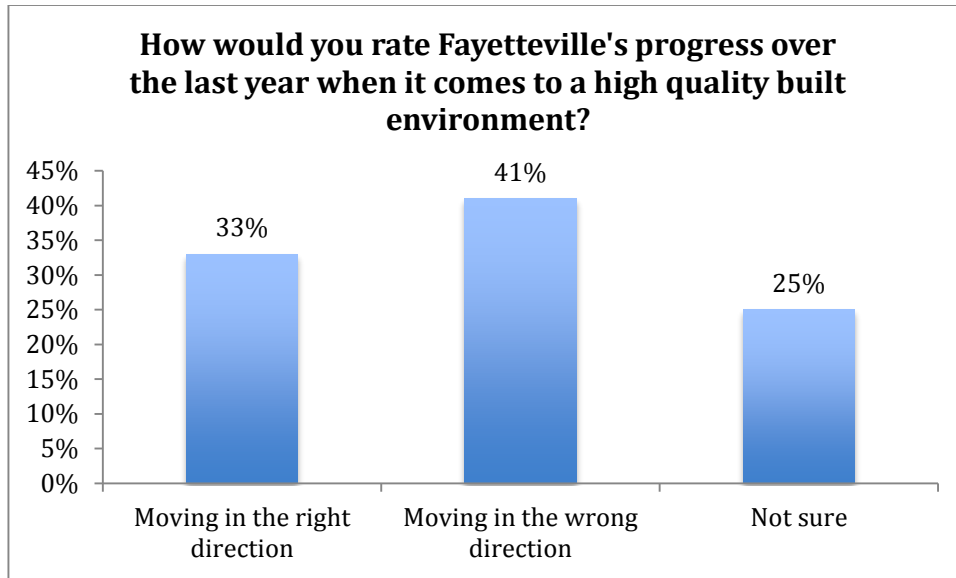
## Goal 2: Fayetteville has a strong, diverse local economy



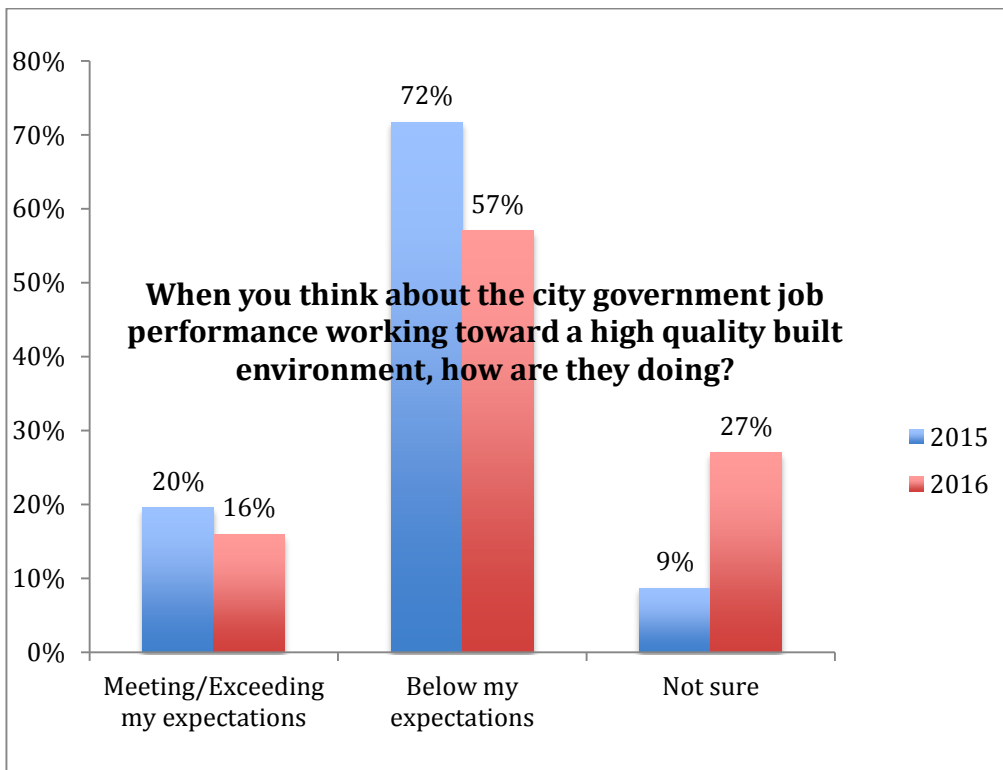


**Goal 3: The City of Fayetteville will be designed to include vibrant focal points, unique neighborhoods, and high quality, effective infrastructure.**

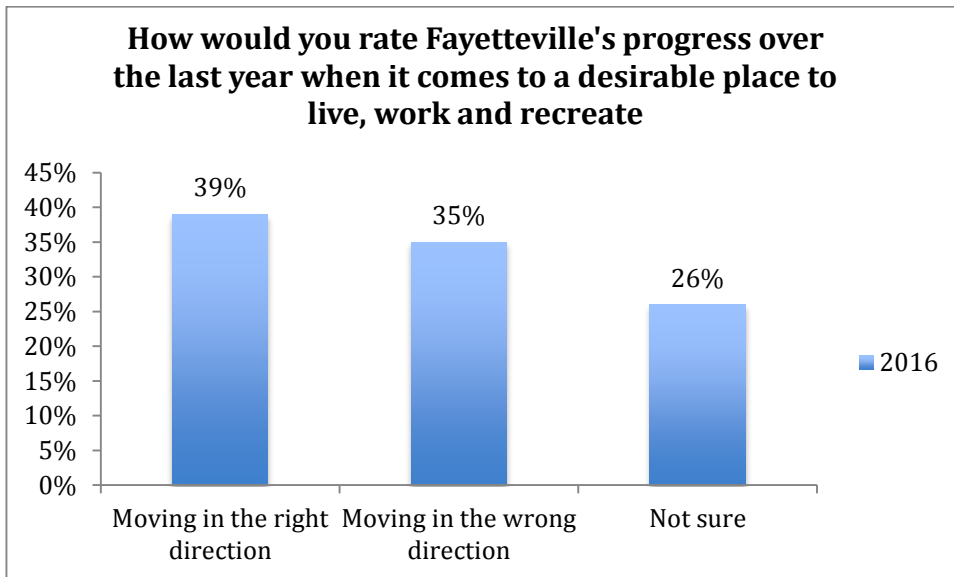
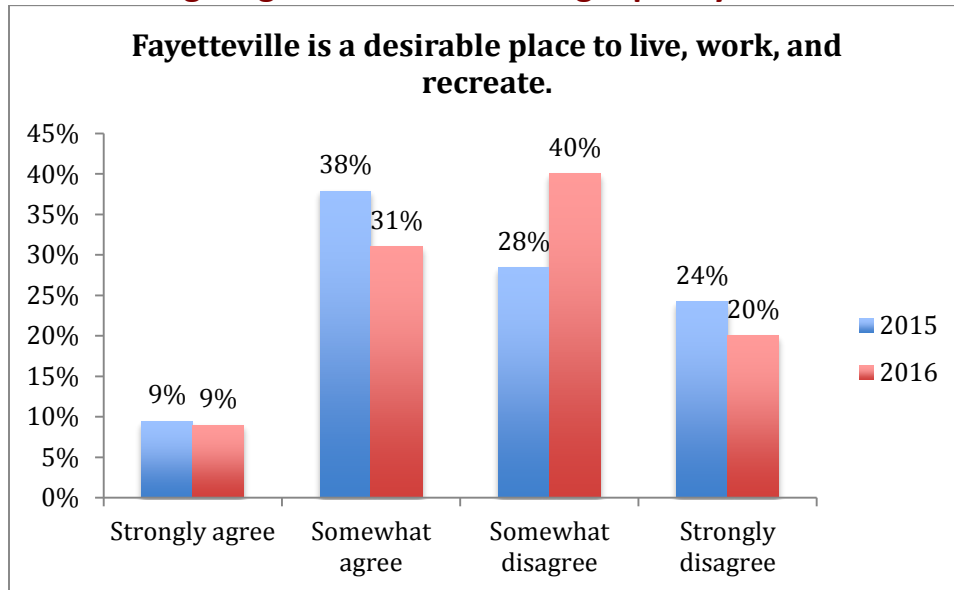




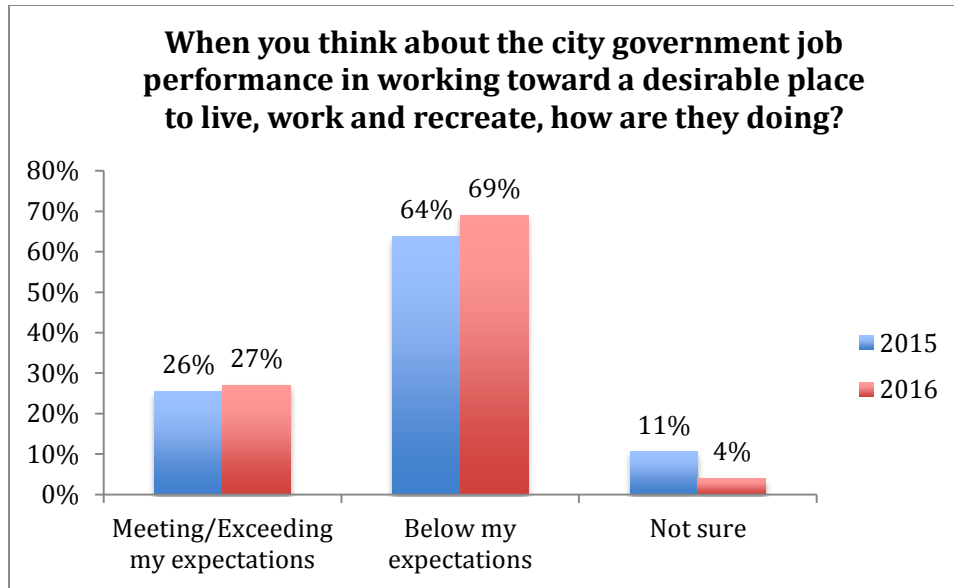
*Note: this question was not asked in 2015*



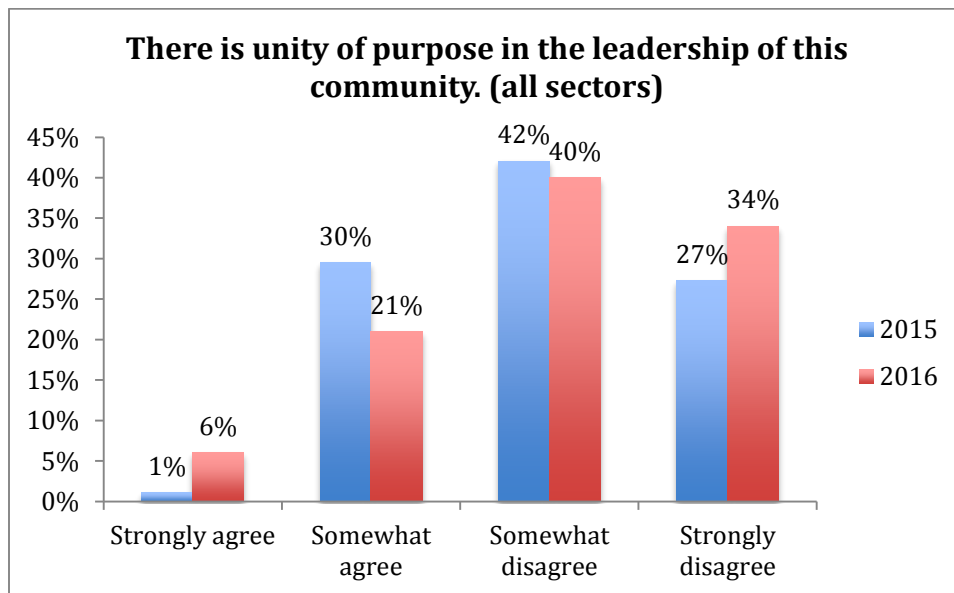
**Goal 4: The City of Fayetteville will be a highly desirable place to live, work and recreate with thriving neighborhoods and a high quality of life for all citizens.**



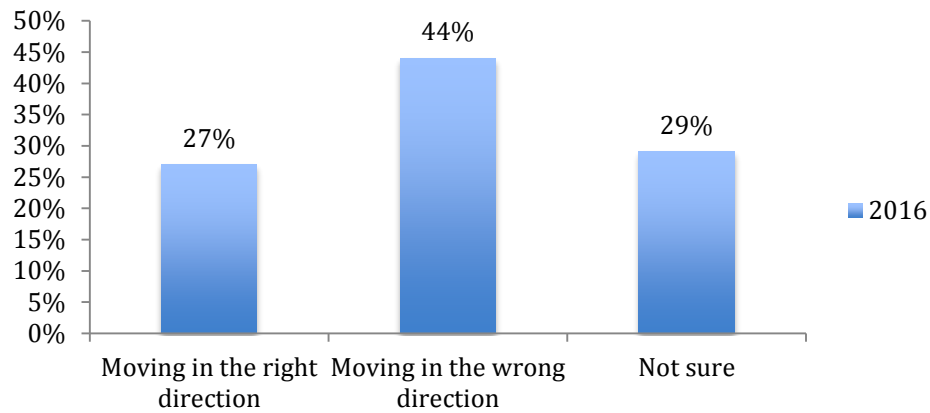
*Note: this question was not asked in 2015*



**Goal 5: The City of Fayetteville will have unity of purpose in its leadership, and sustainable capacity within the organization.**

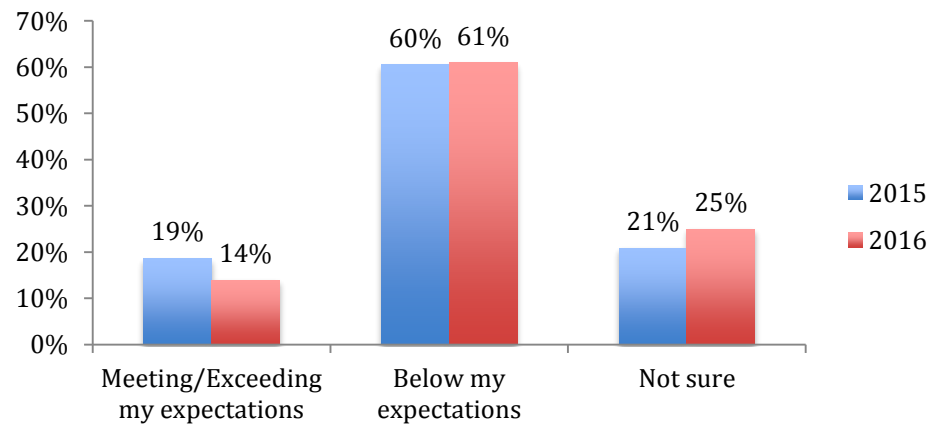


**How would you rate Fayetteville's progress over the last year when it comes to unity of purpose in leadership?**

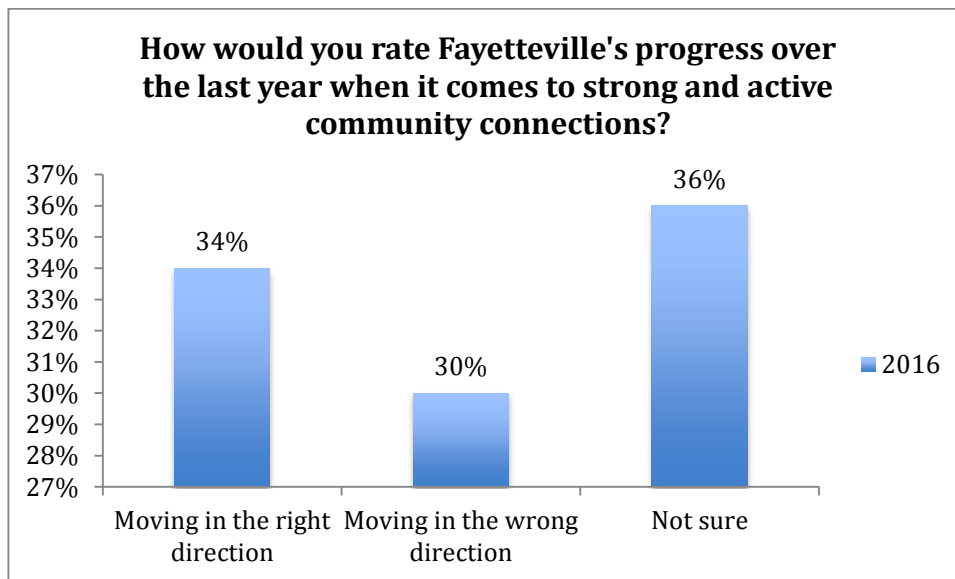
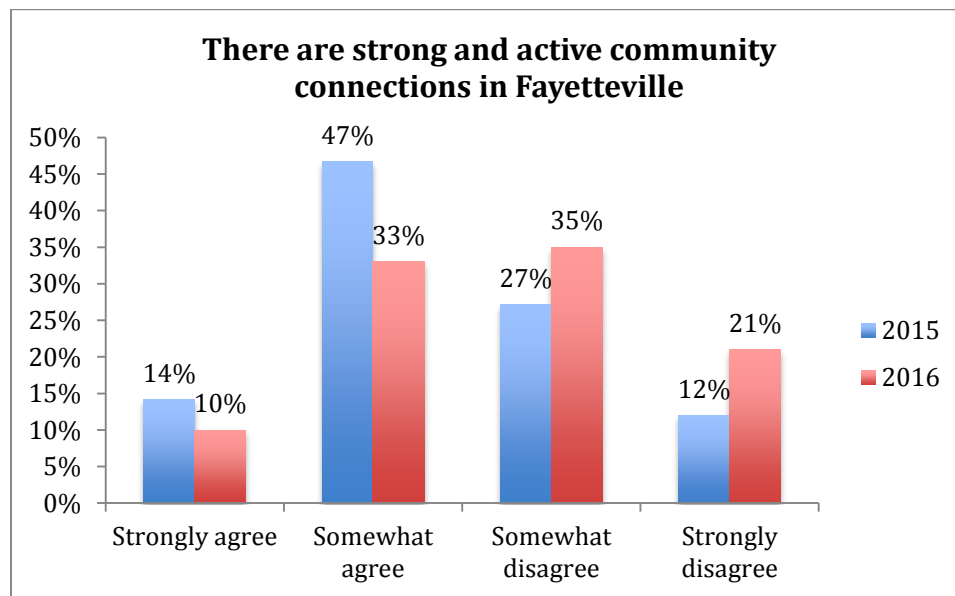


*Note: this question was not asked in 2015*

**When you think about the city government job performance in working toward Unity of Purpose in its leadership, how are they doing?**



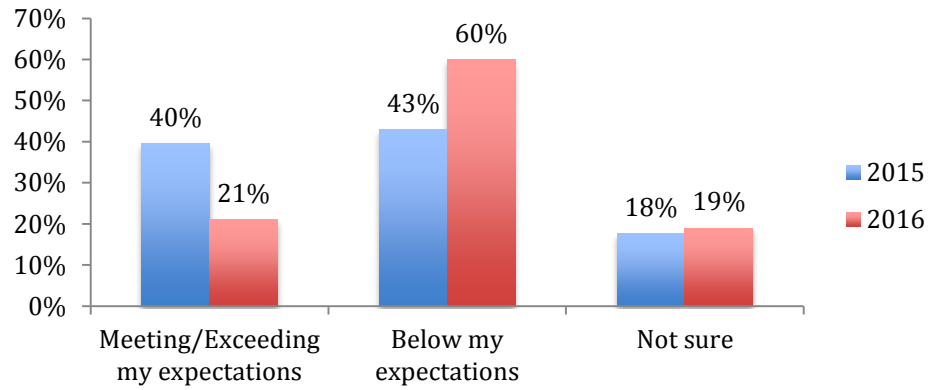
**Goal 6: The City of Fayetteville will develop and maintain strong and active community connections.**



*Note: this question was not asked in 2015*



**When you think about the city government's job performance in working toward developing and maintaining strong and active community connections, how are they doing?**

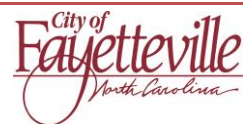




## Table Template Comments:

### Goal 1: The City of Fayetteville will be a safe and secure community.

Good/Why?	Below Expectations/Why?	Ideas?
<ul style="list-style-type: none"> <li>Added to police force</li> <li>Shelter at bus stations/stops</li> <li>Police have improved</li> <li>The crime rate has decreased</li> <li>Acquired new technological and improved manufacture</li> <li>Chief Med lock</li> <li>Coffee conversations</li> <li>Body cameras</li> <li>Transparency</li> <li>Police do respond in a timely manner</li> <li>There is more police presence in neighborhoods</li> <li>Hiring of more officers</li> <li>Homeless officers is amazing</li> <li>Cameras downtown</li> <li>New street lights</li> <li>Body Cameras</li> <li>Having meetings of this nature gives the citizens an opportunity to voice their concerns</li> <li>With the polling some are here with the security in there area</li> <li>Approved grant for body cameras – accountability</li> </ul>	<ul style="list-style-type: none"> <li>Racial profiling in neighborhoods</li> <li>Put on hold/slow response from dispatch</li> <li>Some sources say the crime has increased...maybe we are catching more criminals</li> <li>I have such high expectations for this city – have seen the growth and the potential</li> <li>Suggest possible curfew across city</li> <li>More school youth/student involvement</li> <li>Youth focus programs (job opportunities)</li> <li>Involve more youth ranked throughout the city with events such as this</li> <li>There are still “new” criminals, mostly youth committing crimes</li> <li>There are still areas that are not protected in Eastern Bend – so much human trafficking</li> <li>The Homeless in downtown public areas</li> <li>Loosing officers to other communities</li> <li>Too many personal break ins</li> <li>Still not feeling safe at home or out</li> <li>There is not enough police presents during these hours</li> <li>Break-in have increased in a large number</li> <li>Children/elderly are not able to walk without supervision</li> <li>Haring police emphasis the need of not harassing other citizens</li> </ul>	<ul style="list-style-type: none"> <li>Survey tax payers as far as use of money</li> <li>Skate park</li> <li>More after school programs</li> <li>More police</li> <li>Improve community relations between the community members and law enforcement...tours of the police station help increase sympathy, and respect for the city’s authorities</li> <li>More neighborhood watches</li> <li>More law enforcement and security</li> <li>Bring back DARE officers</li> <li>More free bus passes</li> <li>Involve Ft. Bragg/small business with assisting youth employment</li> <li>Emphasize educational assistance!</li> <li>Include youth programs in city, county, and law enforcement budget!</li> <li>Need more police to focus on homeless human trafficking areas</li> <li>Should use the empty buildings for homeless apartments or give homeless a place to go</li> <li>Facilities to help homeless people get back on their feet (HELP THEM)</li> </ul>



- Internet safety
- Good driving habits
- Limited experience
- More police patrol
- Working with communities more
- Listening and applying communities
- Fire department- quick response times
- Transient neighborhoods
- Cameras not meeting expectations
- Enforcement of traffic laws- speeding
- Do not snitch is still tolerated
- Not enough police interaction with citizens
- More Fayetteville citizens involved
- Question: What is the police role when it comes to helping the homeless
- Ride along with MP's-working together with Fort Bragg
- More Community outreach
- Ordinances on drones
- Police presents during work hours. Also awareness during peak hours
- Street lighting through out all communities
- Preventative measures for panhandling
- Rental management programming
- Increase code inspections
- Increase community group involvement
- Education for all schools should show an increase in excellence
- Mandatory gun safety courses for gun purchases
- Enforce safety standards around school for gun carriers
- Address or encourage cooperation with law enforcement over seniors crimes
- Diversity training police officers
- Increased people skills police department
- More day to day interaction with the community
- City Council hold Town Hall meetings in their districts
- Community Watches activated
- Improving lighting
- Sidewalks
- Abandoned buildings

## Goal 2: The City of Fayetteville will have a strong, diverse, viable economy.

Good/Why?	Below Expectations/Why?	Ideas?
<ul style="list-style-type: none"> <li>• There are jobs out their, people need to build their skills</li> <li>• Stadiums will generate revenue</li> <li>• Building the baseball stadium</li> <li>• Considered chicken plant</li> <li>• New businesses</li> <li>• Small business assistance (CEED)</li> <li>• Museum at FSU</li> <li>• Military</li> <li>• Improvement of downtown area</li> </ul>	<ul style="list-style-type: none"> <li>• Minimum wage is for people with minimal work skills</li> <li>• Poor question</li> <li>• The economy isn't diverse because there's more poor and rich than middle class</li> <li>• High property taxes</li> <li>• Extreme disconnect between City Hall, Chamber of Commerce, City of Fayetteville Development Associations (DTA, etc.)</li> <li>• No consistency with direction of economic empowerment, improvement</li> <li>• No real structure for the city to "own" as an "identity"</li> <li>• Recommend more of these Community Conversations</li> <li>• No known ideals for how/who are the recruiters for companies or in corporations to come here</li> <li>• No jobs offered or companies recruited that highlights the skills of the city's true demographic</li> <li>• Residential options to increase livable spaces</li> <li>• Poor teacher pay</li> <li>• Excessive tax on alcohol/bars need to decrease</li> <li>• Need better and more jobs</li> <li>• Not enforcing airport rules/improper cab service</li> <li>• Poor process in bringing new business (i.e. chicken plant)</li> </ul>	<ul style="list-style-type: none"> <li>• Not the city's job to bring a diversity</li> <li>• We need to see the plans on fixing these situations</li> <li>• There needs to be a facilitator at every table</li> <li>• Decrease taxes, so jobs can be created in the private sector</li> <li>• Increase youth employment (skill-based)</li> <li>• More resume building workshops</li> <li>• School liaison for job recruitment</li> <li>• No interest microloans for local businesses...</li> <li>• Workshops for promoting financial literacy</li> <li>• CEED</li> <li>• FBF</li> <li>• Better relationships between city government and businesses and potential new companies, organizations or corporations</li> <li>• More programs for ages 25-35 years</li> <li>• City government support for school students</li> <li>• More support for small business (i.e. less fees)</li> <li>• Recruit better companies</li> </ul>

- Lack of core industries
- Missing tech component
- Lack of support for local business
- Encourage local small business support
- Foster relationships between city and new businesses
- Lack of identifying core resources
- Companies in communities are shutting down
- Lack of incentives for larger companies to come
- More attractions for Fayetteville (off I-95)
- Need to meet industry needs
- We open more places where adults can not make enough money for their families
- Infrastructure to attract industry
- Our schools train people to be very skilled but there are not enough opportunities for work
- Lack of diversity within the community as a whole
- Focused only on military
- Low wages jobs
- Tax credits to companies to who don't give jobs to locals (high pay)
- Too many of the same product or service causing them to shut down
- Identify residents who trash property
- Longer recycle facility hours
- Enhance website for small businesses
- Leverage military transitioning residents with identified industries
- Go into research (files)
- Invite more companies with better pay scales
- Update census status
- Possess a lot of Human Capital (Fort Bragg)
- Fayetteville lacks incentives
- Broadcast universities
- Tax incentives for existing properties and "anchor" stores
- Vocational -tech High School
- Be more clear about your definition of the word "diverse"
- Attract career- sustaining industry
- Coordination between local and state government
- Diversity educational resources
- Schools could partner with business to get internships for our high schoolers to find their interests and get experience
- Learn from other cities – make Fayetteville more attractive
- Get off old guard!
- Increase diversity
- More job opportunity
- Give more support to small business owners

- Need to value community as a whole
- Need to use small business to help with redevelopment
- College partnerships to build relationship for future jobs
- Build a core competency to identify area of expertise (i.e. logistics, program management)
- Use local contractors
- Train citizens for better jobs
- Vocational education

**Goal 3: The City of Fayetteville will be designed to include vibrant focal points, unique neighborhoods, and high quality, effective infrastructure.**

Good/Why?	Below Expectations/Why?	Ideas?
<ul style="list-style-type: none"> <li>• Ordinance put in for developers to put in sidewalks</li> <li>• New community pool</li> <li>• New Pool</li> <li>• I-295</li> <li>• Focus on Rec/Parks</li> <li>• Focus on main roads</li> <li>• Sign ordinance</li> <li>• Downtown Alliance</li> <li>• Focus on downtown appearance</li> <li>• Beautification of neighborhoods</li> <li>• Sanitation Department doing well</li> <li>• Skibo corridor</li> <li>• Downtown/Festival Park</li> <li>• Botanical Garden/Museums</li> <li>• More sidewalks and bus stop shelters</li> <li>• Pool- Westover</li> </ul>	<ul style="list-style-type: none"> <li>• Streets need to be fixed</li> <li>• Due to abandoned buildings</li> <li>• Potholes in roads</li> <li>• Too many floods</li> <li>• Annexing areas at a rate it doesn't feel/look as if the city is keeping up</li> <li>• Too much "red tape"</li> <li>• Poor road construction</li> <li>• Too many sinkholes</li> <li>• Road construction needs to coordinate with local news</li> <li>• City officials addressing issues</li> <li>• Poor customer's service</li> <li>• District 2: Walker Spivey, student illness caused by environmental factors (built over a landfill)</li> <li>• Gateways</li> <li>• Main corridors not developed</li> <li>• Bragg Blvd needs visual improvement</li> <li>• Murchison Road need visual improvement</li> <li>• Riverfront area should be developed (too much industrial blight)</li> <li>• Meet customer basic needs</li> <li>• Identify core city services</li> <li>• City street maintenance</li> </ul>	<ul style="list-style-type: none"> <li>• Sidewalks</li> <li>• Strengthen development ordinances</li> <li>• Secure view...remodeling abandoned places for a more inviting landscape</li> <li>• Encourage adopt a highway</li> <li>• More storm drains for runoff</li> <li>• Fix potholes</li> <li>• Do a better job informing the public/existing businesses</li> <li>• More improvement throughout all diverse neighborhoods despite tax value</li> <li>• Make it easier to find city department</li> <li>• Update residents on progress (building and roads)</li> <li>• Beautify city entrances</li> <li>• Notify EPA! Re: Walker Spivey</li> <li>• Regional awards for beautification</li> <li>• Incentivize businesses</li> <li>• Research other city programs and bring here</li> <li>• Appearance awards for property owners</li> <li>• Riverfront park</li> <li>• More residential downtown</li> <li>• Expanded greenways along commercial corridors</li> </ul>



- Traffic control the amount of lanes on heavily used roads
- Infrastructure for annexed areas
- Evaluation of problems across city instead of focusing on pockets/certain sections
- Streets are not kept clean
- Drainage issues in many areas of the city
- Not enough sidewalks
- No outdoor walking areas
- Senior rec center only (one)
- Devoted rec center disabled (none)
- Poor lighting
- Parks within neighborhoods (none)
- Connect river to downtown
- Little Cross Creek Trail to downtown/Fort Bragg
- Prepare for future growth
- Increase inspector services
- Must clean up neighborhoods
- Improve gateways
- Street signs: put up street signs before the intersection so that citizens will know what streets they are approaching
- Change ordinance for vacant/abandoned homes to reduce the homeless/squatters from breaking in
- Need regular street sweeper service
- Improve relationship with DOT to keep their areas cleaned
- Improve the drainage issues (identify the problem areas in the city)
- Need walking trails
- Develop more sidewalks throughout the city
- Create more parks near neighborhoods
- Create a rec center for disabled (center for the intrepid)
- More senior rec centers
- Community gardens

**Goal 4: The City of Fayetteville will be a highly desirable place to live, work and recreate with thriving neighborhoods and a high quality of life for all citizens.**

Good/Why?	Below Expectations/Why?	Ideas?
<ul style="list-style-type: none"> <li>• 4<sup>th</sup> Friday</li> <li>• The youth councils are working to make it a better place</li> <li>• Recreation centers</li> <li>• Building more apartments</li> <li>• Maintaining parks</li> <li>• Developed our Greenways</li> <li>• Fitness Events</li> <li>• Food Truck Rodeo</li> <li>• Kitchen Incubator</li> <li>• College Campuses</li> <li>• Education Learning</li> <li>• Downtown development</li> <li>• River Walk</li> <li>• I-295 corridor</li> <li>• Festival park</li> <li>• Downtown but needs to expand</li> <li>• Nice recreation centers</li> <li>• Reasonable fees</li> <li>• Great advertisements for Rec centers</li> <li>• Arts council</li> <li>• Museums</li> <li>• Pool at Westover</li> <li>• Council is discussing additional pools and improvements to current rec centers/senior centers</li> </ul>	<ul style="list-style-type: none"> <li>• Communication of organized events</li> <li>• Not a lot to do (adults) (teens)</li> <li>• Lack of highly-skilled jobs</li> <li>• Little/no entertainment options</li> <li>• No accountability expectations from major corporations (i.e. Goodyear)</li> <li>• Tax accountability passed to citizens</li> <li>• Do a better job of laxing stipulations on building and infrastructure criteria to lure more corporation</li> <li>• Nothing being done with Prince Charles Hotel and other abandoned buildings</li> <li>• Too many empty shopping centers</li> <li>• Planning the neighborhood – make room for the amount of people coming in who is in charge, and what is their role? – Abandon Buildings need to be regulated; who is responsible</li> <li>• Improve the education system</li> <li>• Neglected Subdivisions</li> <li>• Equal focus on all districts</li> <li>• Unincorporated areas surrounded by city</li> <li>• Zoning (not a lot of thoughts going into development of neighborhoods)</li> <li>• River Front development</li> <li>• Traffic and round-about</li> <li>• Public transportation: time schedules need to expand, Sunday transportation, earlier schedules</li> </ul>	<ul style="list-style-type: none"> <li>• Museums, theater (something like DPAC)</li> <li>• Make the downtown area a more teen-friendly...a place parents would feel comfortable letting their teens go out to eat with friends on a weekend</li> <li>• Teen center- couches, lounges, open mic night, dances; keep kids occupied you'll keep them out of trouble</li> <li>• Better advertise the activities the city has to offer</li> <li>• A free café - for teens</li> <li>• Use corporation sponsorship to help with entertainment venue options</li> <li>• Increase support by including businesses with city activities</li> <li>• More senior gyms</li> <li>• More basketball courts</li> <li>• More parking downtown</li> <li>• More routing for transportation-improvement for public transportation overall and shuttle services</li> <li>• Help more local businesses create more jobs</li> <li>• Promote "Hire Fayetteville First" @EEED</li> <li>• Hire more inspectors</li> <li>• More incentives to help develop neighborhoods (homestead policies)</li> </ul>

- Side walks: improve
- Not enough theater
- Allow for growth necessary to make Fayetteville a desirable place to live, work, and recreate
- Bike/walking paths
- Need more museums
- Not enough entertainment
- Lacking local attraction
- Not focusing on I-95 corridor
- Disperse low income housing
- Soccer fields downtown
- Football field at FSU
- Improve neighborhoods: cleaner and neater
- Expand public transportation
- Light rail service
- Side walks needed around schools and low income areas
- Students used community service to clean roads and highways
- Develop Green space Murray-Hill to Tallywood to Haymount
- Riverside development!
- Improve existing parks, bike lanes, greenways, boat ramp, more public art
- Develop stronger museums
- Coordinate with universities about theater works
- Larger airports
- Need a larger theater
- More arts (especially cultural arts)
- Biking trails
- Develop more of Fayetteville
- Build bike/walking path and parks
- Possible amusement/ water park off I-95
- Build museums and cultural sites
- City to invest in a new shopping mall off I-95
- Amphitheater needs to be built

**Goal 5: The City of Fayetteville will have unity of purpose in its leadership, and sustainable capacity within the organization.**

Good/Why?	Below Expectations/Why?	Ideas?
<ul style="list-style-type: none"> <li>• During the unity march there were leaders within community marching with the peoples (Dec. 12th)</li> <li>• Local government are making effort to allow the youth a voice in the community</li> <li>• Open door policy (good interaction)</li> <li>• Opportunity for public engagement</li> <li>• These type of events focused on top 2 goals</li> <li>• RAMP!</li> <li>• Old Wilmington Road projects and alike</li> <li>• Chamber Reorganization</li> <li>• Council seems more unified</li> <li>• Community conversation events</li> <li>• Great united Fayetteville</li> <li>• They are coming together monthly to talk</li> <li>• To end homelessness</li> </ul>	<ul style="list-style-type: none"> <li>• Everyone has different plans of leadership</li> <li>• The questions are too broad</li> <li>• Disagreement and not willing to compromise by the council can be a burden on progression</li> <li>• There is often repetition with initiatives</li> <li>• City officials not responding certain issues (passing the buck)</li> <li>• Purpose of unity (too much poverty in certain areas)</li> <li>• Lack of visions in community</li> <li>• Community bug in</li> <li>• Council to set example better</li> <li>• Need to better advertise community conversation events</li> <li>• City ideas are not aligned</li> <li>• Not enough community leaders coming together on a regular basis</li> <li>• Division between different government entities</li> <li>• Everyone working on their own agenda</li> </ul>	<ul style="list-style-type: none"> <li>• Where are the comparisons in order to make informed decisions?!</li> <li>• Call to action from local universities to increase community orientation and engagement (Ex. Fayetteville St.U. Methodist U. FTCC.)</li> <li>• Coordinate local government efforts with student government organizations</li> <li>• City Council/County Commissioners work together!!!</li> <li>• Better representation without taxation</li> <li>• FDP and CC Sheriffs work together</li> <li>• Tax incentives for parents with behavioral/mental issues</li> <li>• Better organization/relationship with religious groups</li> <li>• Hare corporate biz invest more</li> <li>• Give money for research/consultants to FSU, Methodist, FTCC</li> <li>• Increase investment from top 3%!</li> <li>• Unity throughout that yields real results</li> <li>• Unity of communities (churches, city officials, and other leaders) coming together to reduce homelessness</li> <li>• Visitor input on how Fayetteville is doing</li> <li>• More events like this</li> </ul>

- Community bug in
- City staff training of goals
- #teamFayetteville
- We love our city!
- More media marketing of community input type events
- Internship opportunities for FSU/MU Public Admin programs students working with the city
- More transparency
- A lot more clarity in the wording of the questions
- Having more citizens participate in government
- Put city-wide surveys results in to effect
- Quit fighting with PNC
- “Transparency”
- Quit tabling issues
- Quit or resolve tax issues with surrounding municipalities
- Move faster in implementing the ideas given to the city that will improve it
- Need to listen to the community especially to the leaders in the community that is involved with the citizens on a day to day basis
- Collaborate more with each other (leaders)
- Have café conversation with leaders city, nonprofits, faith base to unite ideas and goals
- Communication among leaders

## Goal 6: The City of Fayetteville will develop and maintain strong and active community connections.

Good/Why?	Below Expectations/Why?	Ideas?
<ul style="list-style-type: none"> <li>• Trying to connect with youth</li> <li>• Community café</li> <li>• Showing support for the youth council</li> <li>• Community outreach</li> <li>• Lots of opportunities</li> <li>• New website for city</li> <li>• Mayor promotes and attends many functions</li> <li>• More partnership with business</li> <li>• The park and rec centers pools</li> <li>• The city shows that they care</li> <li>• Fayetteville beautiful</li> <li>• Developed relationships with the military community</li> <li>• Police have developed a better relationship with community</li> <li>• The fire department are on average at emergency situation within five minutes</li> <li>• Body cameras!</li> <li>• Love the clicker instant information</li> <li>• Fayetteville website</li> <li>• Café conversation great idea</li> <li>• Love festival park/ABN museum</li> <li>• Café conversation</li> </ul>	<ul style="list-style-type: none"> <li>• You have to travel to do things</li> <li>• The community has to connect outside of our community</li> <li>• Not well rounded in regards to events</li> <li>• Not feeling connected with the city and the city's agenda</li> <li>• Better way to advertise</li> <li>• Not enough youth opportunities</li> <li>• Focus more on military</li> <li>• Lack of marketing about city events/groups</li> <li>• Lack of participation of most residents</li> <li>• The downtown stores do not advertise to the military</li> <li>• Separation between the people and the ones that represent us</li> <li>• Housing, maintenance, and development</li> <li>• Why are we hiring people to hire people</li> <li>• Customer service-they do not return calls</li> <li>• Slow to get results to resolve issues</li> <li>• Neglect areas that are underdeveloped</li> <li>• Need to reach all citizens with information</li> </ul>	<ul style="list-style-type: none"> <li>• More community events</li> <li>• Pop-up community cafés - getting word around</li> <li>• Improving relations w/ the school system</li> <li>• Overall communication</li> <li>• Between the city, schools, religious sector</li> <li>• More media diversity</li> <li>• Place more billboards like Ramey/MLK</li> <li>• Offer flexible hours to increase community input participation</li> <li>• What if Fort Bragg walked away?! Could Fayetteville survive?! What is plan B?!</li> <li>• Offer more opportunities for youth i.e. community center</li> <li>• Support non-military citizens</li> <li>• Build another campus for FTCC</li> <li>• Amusement Park</li> <li>• Billboards/screens around town announcing community events</li> <li>• Promoting more citizens to be involved</li> <li>• Search page for organizations</li> <li>• Expand Fayetteville Beautiful</li> <li>• More relations with our local colleges</li> <li>• Continue to improve the military relationship</li> <li>• Do we want a newer or an older Fayetteville</li> </ul>

- Input to strategic plans
- People are expanding things that do not need fixing when there are more immediate concerns
- Add community advisory group
- Hire from the communities to lead Fayetteville
- Need to improve click + fix, say closed when issue is resolved
- Need to begin to develop areas that are undeveloped
- Communicate better with other organizations
- City liaison to Fort Bragg
- Mail out city report card/ call survey

## Dot Voting Results:

After completing all six rounds (one round per goal area), each table was asked to pick the three more important things to share with the group. They were asked to write down their top three ideas – one per sticky note – and to post to the wall. They were then given two dots to vote on their top priorities for Council attention.

### **Goal 1: A Safe and secure community (12 votes)**

- More Resources for the Homeless (3 votes)
- More Community outreach from government for all citizens (2 votes)
- Host meet a cop/tour the police stations to allow the community to meet with their law enforcement (2 votes)
- More police patrol and homeless shelters for those in need (1 vote)
- Continue to support the positive improvements over the last year such as FDP, ideas to involve our youth with job placement, city involvement & more events like community conversations, information options using FSU, Methodist & FTCC. (2 votes)
- Town Hall meetings held by council in their districts to discuss safety (2 votes)

### **Goal 2: Strong, diverse, local economy (17 votes)**

- Small business support; incentives, hire Fayetteville first, training CEED, business friendly regulations and customer service at the city (7 votes)
- Core industry development; diversify, attract more talent, retain trained military (1 vote)
- Attract career sustaining industry
- College partnership to build a Corp Competency to identify expertise i.e. logistics, program management, IT. (3 votes)
- Bring in larger companies – increase economy (3 votes)
- VO Tech, high school (1 vote)
- New Industry (prep for growth) (2 votes)

### **Goal 3: High quality built environment (2 votes)**

- Change ordinance for vacant /abandoned homes to reduce the rate of squatters breaking in.
- Develop more recreational activities for citizens (2 votes)



**Goal 4: A desirable place to live, work & recreate (34 votes)**

- Improve the education system – increase teacher pay (14 votes)
- Homestead program – Buyer incentives to help develop neighborhoods
- Riverside Development (2 votes)
- More organized events (teams, theater, museums) (5 votes)
- Riverfront development beautification throughout the city (1 vote)
- Create a teen center – a fun /safe environment to eat, hear performances, have dances, open mic nights and even karaoke/video game competitions (12 votes)

**Goal 5: Sustainable Organizational Capacity (11 votes)**

- Leadership Café conversations – city leaders, non-profits, faith based (1 vote)
- More corporate involvement to sponsor/support more projects when it comes to building, infrastructure, community events, entertainment venues, instead of relying on citizen tax \$ (1 vote)
- More communication & a better working relationship b/t city, county, military , FPD, sheriffs department, religious sector & schools along with technology, etc to keep the public better informed & involved. (i.e. mobile, billboards) (4 votes)
- Government need to be more open to change for city of Fayetteville to grow – need new ideas to get businesses to relocate here (5 votes)

**Goal 6: Citizen Engagement and Partnerships (21 votes)**

- Search engine for local events/organizations (Community calendar, centralized info). (2 votes)
- Community needs data/comparisons in order to make informed decisions (6 votes)
- Continue to improve military relationships (1 vote)
- More transparency with questions
- More youth opportunities (12 votes)

### **Performance Measures, Transparency and Wrap-Up**

At the conclusion of the Café session, citizens were given an update on Fayetteville's performance measure program and given details for how to access information online.

Participants were thanked for their work with the City and encouraged to continue to monitor the progress of the City's strategic planning efforts.

